

DEC 18 1924

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TONGUES OF FLAME

Photoplay in 7 reels

From the story by Peter Clark Macfarlane

Screen play by Townsend Martin

Directed by Joseph Henabery

Author of the Photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

DEC 18 1924

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present
THOMAS MEIGHAN
 in
"TONGUES OF FLAME"
 A JOSEPH HENABERY Production
 From the story by Peter Clark Macfarlane
 Screen play by Townsend Martin
 A Paramount Picture

PURPOSE: To Help You Sell the Picture

Thomas Meighan in "Tongues of Fire" Joseph Henabery, Was Nev

PUTTING IT OVER RIGHT

Crook roles and real "he-man" stories are Tom Meighan's specialties. And "Tongues of Flame" is one of the finest examples of the latter.

Tom, a personal friend of the late Peter Clark Macfarlane, suggested that he make this story. Result: Meighan's best bet to date, a picture that is going to make **real** money for exhibitors.

Put "Tongues of Flame" over with a series of teaser ads in the newspapers to the effect "Coming closer every day—TONGUES OF FLAME."

Get in touch with the local fire department. Have them attend a showing of this Paramount picture on their apparatus. A sign could read "Going to see TONGUES OF FLAME at the Not a new stunt, true, but it will surely arouse interest.

There are seventy-five full-blooded Indians supporting Meighan in this production. For a street ballyhoo ride a group of men dressed as Indians through your town in a big sight-seeing bus. This stunt was pulled off in New York where the people are supposed to be immune to all such exploitation stunts. They stopped to look just the same.

Then, too, the braves held a pow-wow on the steps of the City Hall in the Metropolis and did a war dance for the mayor. This stunt attracted thousands. You can put the idea over to advantage also.

Special showings for ex-service men. No admission charge to those who attend the showing in uniform. Tom's a returned dough-boy in "Tongues of Flame," remember.

Innumerable tie-ups here. Insurance companies — TONGUES OF FLAME will hold no terrors for you if you have one of our policies.

Carry out this idea with fire-proofing companies, etc.

Then, "Protect your property through the Title and Trust Co." "Tongues of Flame" deals with a tight-fisted capitalist who tries to "do" the Indians out

Tabloid Facts

Star

THOMAS MEIGHAN, recently seen in "Pied Piper Malone," "The Confidence Man," "The Alaskan," etc. The biggest male box-office drawing card on the screen today.

Producer

Joseph Henabery, who made "The Stranger," "The Guilty One," "A Sainted Devil." Henabery will also direct the next Valentino starring production.

Author

Peter Clark Macfarlane, whose recent death was a shock to the world of literature. Several of his stories appeared in the Saturday Evening Post.

Scenarist

Townsend Martin

Cameraman

Faxon M. Dean. Dean has been doing Henabery's photography for the past four years.

Support

Bessie Love, Eileen Percy, Burton Churchill, John Milner, Nick Thompson, Leslie Stowe, Jerry Devine, Kate Mayhew, Cyril Ring and seventy-five full blood Indians of the Onondaga and Cattaraugus tribes.

Type of Story

Thrill-filled melodrama. Meighan personally picked "Tongues of Flame" as a picture. And leave it to Tom to pick the real red-blooded action-thrillers.

Appeal

"Tongues of Flame" is an exceptionally timely production in that its theme has a parallel in real life. The Indians of upper New York State are actually engaged in a suit for the restoration of some 18,000,000 acres of land said to rightfully belong to them.

And you know Meighan. The fans flock to see the "good luck" star no matter what the story. And this one is entirely different from anything Tom has ever done on the screen before.

Big Scenes

Picture for yourself the time with which "Tongues of Flame" deals. The World War is just over and the Indians who served under "Hell Fire" Harrington have returned to the routine life of the reservation. Harrington

ADOLPH ZUKOR & JESSE L. LASKY PRESENT

THOMAS MEIGHAN

IN

THINK of this:

A star who's in a class by himself.

A novel that ranks among the best ever written.

A director who has "A Sainted Devil" to his credit.

It *had* to be a great picture. And it *is*!

Tongues of Flame

Three-column Newspaper Advertisement 3

Program Show-Mail M

A STORY of a soldier who returns from "Tongues of Flame" World War and falls into the routine life of a small town lawyer—to find that his own Melrose is the Street holds more thrills and adventure than the battle grounds of France.

Thomas Meighan, supported by Bessie Love and Eileen Percy, in a picturization of the last and best novel by the late Peter Clark Macfarlane.

PARAMOUNT

SHEET

Adolph Zukor and Jesse L. Lasky present
THOMAS MEIGHAN
in
"TONGUES OF FLAME"
A JOSEPH HENABERY Production
From the story by Peter Clark Macfarlane
Screen play by Townsend Martin
A Paramount Picture

POSE: To Help You Sell the Picture to the Public.

"Tongues of Flame", Produced by Was Never Before So Ideally Cast

From the Last Novel by
Peter Clark Macfarlane

Bessie Love and Eileen Percy
Cast of Great Thomas Meighan
Famous Forty Production

TONGUES of Flame," adapted for the screen by Townsend Martin from Peter Clark Macfarlane's last novel, deals with a conspiracy on the part of a grasping capitalist to swindle a tribe of Indians out of their valuable reservation. Tom Meighan has the role of "Hell Fire" Harrington, an easy-going young lawyer, recently returned from the World War, who at first as the tool of the capitalist persuades the Indians to turn over their valuable land, and later, discovering the swindle, fights on the other side.

The scene of the picture is laid in the country around Puget Sound. The story is admittedly the late author's most finished work and, to take Meighan's own word for it, he, Tom, we mean, is fully in sympathy with the character of Henry Harrington and Macfarlane's attitude towards the Indian. According to the star, "Hell Fire" is the finest type of American in modern fiction. Tom felt sure before production work on "Tongues of Flame" was started that the part would inspire him to do his best work. *And it did!* The picture proves it.

Bessie Love and Eileen Percy share feminine honors opposite the star.

Joseph Henabery, who made Valentino's "A Sainted Devil," directed the production.

Cast

| | |
|------------------------|------------------|
| Henry Harrington | THOMAS MEIGHAN |
| Lahleet | Bessie Love |
| Billie Boland | Eileen Percy |
| Boland | Burton Churchill |
| Scanlon | John Miltern |
| Hornblower | Leslie Stowe |
| Adam John | Nick Thompson |
| Mickey | Jerry Devine |
| Mrs. Vickers | Kate Mayhew |
| Clayton | Cyril Ring |

Synopsis

WHEN Henry Harrington, called "Hell Fire" by the Indian dough boys who served under him in the Great War, returns to Edgewater, he finds himself caught in the dull routine of a small town lawyer. After the big thrill of Chateau-Thierry, Harrington can't get enthusiastic about the petty lawsuits and small affairs of Edgewater. He falls into shiftless ways; bills accumulate; dust settles on his desk.



A
**JOSEPH
HENABERY**
PRODUCTION



Three-column Paper Advertisement 3A

gram Show-Mail Material

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Get in touch with the local fire department. Have them attend a showing of this Paramount picture on their apparatus. A sign could read "Going to see TONGUES OF FLAME at the Not a new stunt, true, but it will surely arouse interest."

There are seventy-five full-blooded Indians supporting Meighan in this production. For a street ballyhoo ride a group of men dressed as Indians through your town in a big sight-seeing bus. This stunt was pulled off in New York where the people are supposed to be immune to all such exploitation stunts. They stopped to look just the same.

Then, too, the braves held a pow-wow on the steps of the City Hall in the Metropolis and did a war dance for the mayor. This stunt attracted thousands. You can put the idea over to advantage also.

Special showings for ex-service men. No admission charge to those who attend the showing in uniform. Tom's a returned dough-boy in "Tongues of Flame," remember.

Innumerable tie-ups here. Insurance companies — TONGUES OF FLAME will hold no terrors for you if you have one of our policies.

Carry out this idea with fire-proofing companies, etc.

Then, "Protect your property through the.....Title and Trust Co." "Tongues of Flame" deals with a tight-fisted capitalist who tries to "do" the Indians out of a vast tract of land that is rightfully theirs.

For schoolchildren. Prizes for those who can best draw a picture of a burning building.

Essay on fire prevention. Offer prizes of free tickets to see Thomas Meighan in "Tongues of Flame."

Decorate your lobby in Indian fashion. Might even erect a tepee.

For your street front, a large head of Meighan in some sort of a compo board box. In front have a "prop" fire with Tom's face peering through the flames.

A cut-out of the twenty-four sheet on this production would serve this purpose.

"Tongues of Flame," directed by the man who made "A Sainted Devil!" That ought to get them.

The herald on this picture is a colored reproduction of the twenty-four sheet, post-card style. Here's a chance to use your mailing list. Can be used also for throwaways.

Great opportunity here for a book tieup. Get local dealers to make a window display of the novel. A placard could read that the screen version of the story is now on view at your theatre. Use stills from the picture in the display.

"The Stranger," "The Guilty One," "A Sainted Devil." Henabery will also direct the next Valentino starring production.

Author

Peter Clark Macfarlane, whose recent death was a shock to the world of literature. Several of his stories appeared in the Saturday Evening Post.

Scenarist

Townsend Martin

Cameraman

Faxon M. Dean. Dean has been doing Henabery's photography for the past four years.

Support

Bessie Love, Eileen Percy, Burton Churchill, John Milner, Nick Thompson, Leslie Stowe, Jerry Devine, Kate Mayhew, Cyril Ring and seventy-five full blood Indians of the Onondaga and Cattaraugus tribes.

Type of Story

Thrill-filled melodrama. Meighan personally picked "Tongues of Flame" as a picture. And leave it to Tom to pick the real red-blooded action-thrillers.

Appeal

"Tongues of Flame" is an exceptionally timely production in that its theme has a parallel in real life. The Indians of upper New York State are actually engaged in a suit for the restoration of some 18,000,000 acres of land said to rightfully belong to them.

And you know Meighan. The fans flock to see the "good luck" star no matter what the story. And this one is entirely different from anything Tom has ever done on the screen before.

Big Scenes

Picture for yourself the time with which "Tongues of Flame" deals. The World War is just over and the Indians who served under "Hell Fire" Harrington have returned to the routine life of the reservation. Harrington has taken up the practice of law in the little town of Edgewater.

The small town life, Indian reservation scenes, mob episodes and great fire sequence are

Action, romance, heart-appeal—that's "Tongues of Flame!"

Don't forget, it's Tom they're coming to see. Play him up even more than the title. He means much more than any title ever could.

Give your patrons fanfotos of Meighan put the 22x28s of him up in your lobby—and cash in!



Thomas Meighan in the Paramount Picture "Tongues of Flame"

Production Mat 1PB

THINK of this:

A star who's in a class by himself.

A novel that ranks among the best ever written.

A director who has "A Sainted Devil" to his credit.

It had to be a great picture. And it is!

Tongues of Flame

Three-column Advertisement

Program Short-Mail

A STORY of a soldier who returns from the World War and falls into the routine life of a small town lawyer—to find that his own Main Street holds more thrills and adventure than the battle grounds of France.

Thomas Meighan, supported by Bessie Love and Eileen Percy, in a picturization of the last and best novel by the late Peter Clark Macfarlane.

One of Paramount's Famous Forty.

A pleasing romance—a gripping melodrama, directed by the man who made "A Sainted Devil."

A veteran of the Great War used as the tool of a grasping capitalist to swindle Indians who had served under the former in France out of their valuable reservation. The soldier comes to a realization of the fraud, changes sides and soon has the money-mad millionaire begging for mercy.

"Tongues of Flame" brings Tom Meighan to the screen in his greatest role.

"Hell Fire" Harrington they call Thomas Meighan in "Tongues of Flame." It's hot stuff!

Tom Meighan jailed for theft of \$5,000! And yet he's a lawyer n'everything in "Tongues of Flame." Wonder what it's all about?

(Letter)

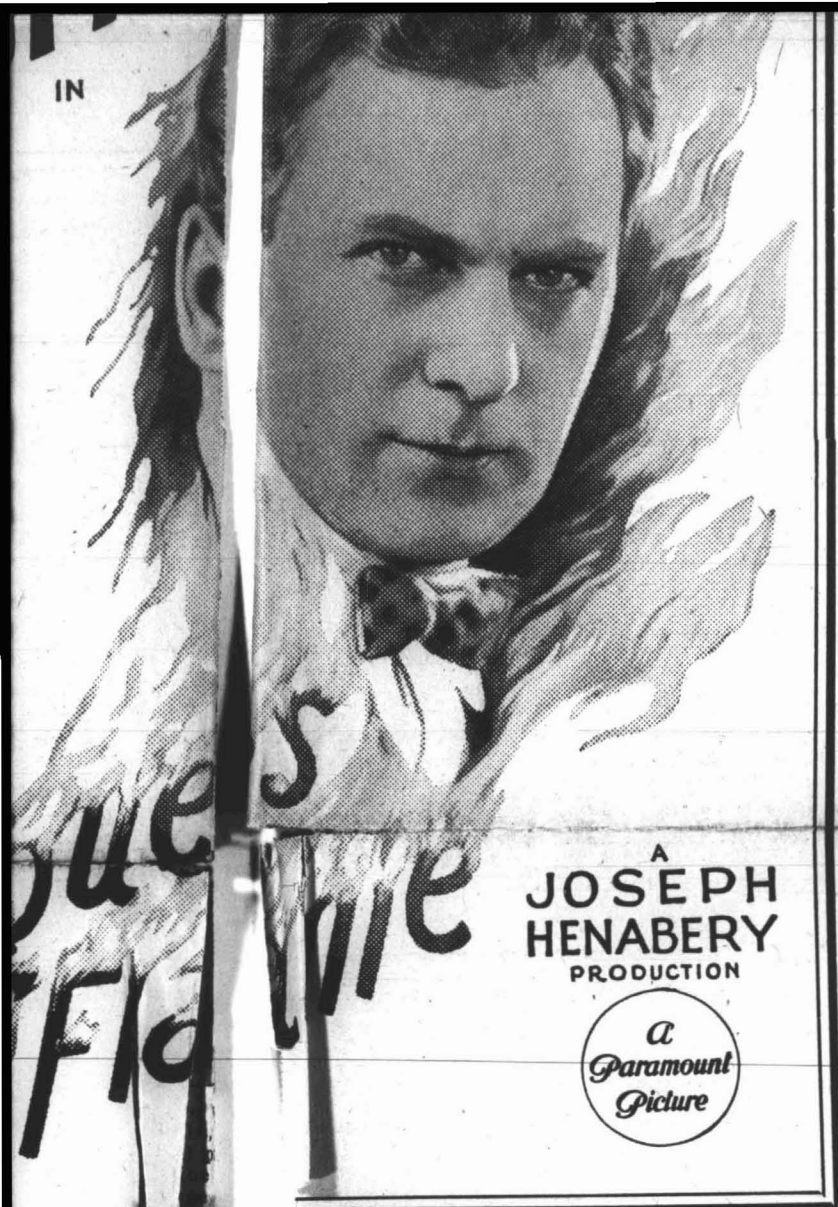
PARAMOUNT THEATRE

Dear Miss Atherton:
See Tom Meighan save an entire town from self-destruction in his new Paramount picture

Everybody's favorite
in a picture that
everybody will love.

A Joseph Henabery Production

IN



JOSEPH
HENABERY
PRODUCTION



Advertisement 3A

-Mail Material

"Tongues of Flame," which comes to this theatre next

Edgewater is the center of civic strife, turmoil, mob rule and the picture reaches one of the strongest climaxes ever shown on the screen when the storm breaks and the mob rushes through the streets with torches and kindles stores, factories and warehouses in a mighty blaze.

It is here that Tom comes to the rescue. Leading a band of well trained, disciplined, soldierly Indians—his own company in the late war—he sweeps into the scene, charges the mob, mans the fire engine and saves the town.

There are more thrills to the foot in "Tongues

of Flame," which comes to this theatre next

The story is an adaptation of Peter Clark Macfarlane's last novel, directed by Joseph Henabery. Bessie Love and Eileen Percy appear in support of the star.

If you like Tommy Meighan, here he is at his best.

Sincerely,
..... Manager

..... 192

Dear Miss Johnson:

"Tongues of Flame," starring Thomas Meighan, adapted from Peter Clark Macfarlane's last novel, opens next at the

Bessie Love and Eileen Percy support the star in the picture, produced by Joseph Henabery who made "A Sainted Devil."

It's a fast-moving melodrama—sure-fire entertainment.

See it!

Sincerely,
..... Managers

THOMAS
MEIGHAN

in

"Tongues of Flame"

A Paramount Picture

Famous Forty Production

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Synopsis

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One day a group of Indians file into his office. Their spokesman is Lahleet, the little schoolteacher. She tells him that John Boland, the unscrupulous capitalist who owns everything and everyone in Edgewater, has been making inroads on the Indian reservation. Harrington suspects something crooked.

Harrington belittles their fears and chase. Boland, the shyster lawyer who accompanies the Indians, out of his office when he begins to explain how in an earlier survey Boland had tricked the Indians out of a large tract of land, including the whole townsite. Nor did the townspeople take kindly to Hornblower's claim. Harrington just manages to save him from lynching.

Boland and his daughter, Billie, passing in a machine, stop to congratulate the young lawyer. But the capitalist has another object in view. Knowing Harrington's influence over the Indians, Boland invites him to dinner at his home and makes him a business proposition. Harrington is to arrange with the Indians for the sale of their land. If he succeeds he will become a member of Boland's firm as general counsel. This sounds mighty fine to Harrington, especially as such a job will undoubtedly bring him in touch with the beautiful Billie, whom he already worships from a distance.

Harrington puts over the deal with the Indians and immediately Boland starts digging oil wells. The Indians are furious and claim Harrington knew the oil was there all the time. Aroused by the gigantic fraud perpetrated against his friends, Harrington exposes Boland as a common swindler. The latter has the lawyer jailed on a false charge of robbery. Even Billie, to whom he has become engaged, turns against him.

Meanwhile the shyster, Hornblower, has been busy in the courts. A decision comes back in favor of the Indians—the whole town of Edgewater belongs to them because of Boland's crooked survey. The people turn against Boland, burn his ships and warehouses.

Harrington, seeing the town doomed to destruction, is released from jail for a few hours. He rallies his old buddies about him and in true "Hell Fire" spirit drives back the mob, mans the fire engines and soon has the situation under control. He puts new heart in the people by telling them that the Indians have waived all claim to the townsite and give it back to the present owners. Then Harrington returns to jail.

Billie, remorseful, patient, is waiting for him to apologize. But young Harrington's eyes have been opened. Released from jail he goes straightway to the Indian reservation. There he finds Lahleet, who had always worshipped him—and happiness.

**TELL THE FOLKS THAT MEIGHAN'S
THESE PRESS ADS MAKE BOX-OFFICE**

DOLPH ZUKOR,
JESSE L. LASKY
PRESENT

**Thomas
Meighan**
IN
"TONGUES OF FLAME"
A JOSEPH HENABERY
PRODUCTION
A Paramount Picture



ONE of the screen's greatest stars in one of fiction's best works.
It couldn't help being a perfect picture.

REST
OF
BILL




Thomas Meighan, Bessie Love and Eileen Percy in the Paramount Picture "Tongues of Flame" A Joseph Henabery Production
Three-column Production Mat 3P-10c Each

RIALTO THEATRE

Two-column Supplementary Press Ad 2AS

**THOMAS
MEIGHAN** IN
**"TONGUES
OF FLAME"**
A JOSEPH HENABERY
PRODUCTION
PRESENTED BY DOLPH ZUKOR & JESSE L. LASKY
A Paramount Picture



TOMMY MEIGHAN picks his own stories, and this absorbing romance-melodrama proves again that Tom's some picker. Bessie Love and Eileen Percy are seen in the big cast.

OTHER
FEATURES
HERE

From the story by Peter Clark Macfarlane
Screen play by Townsend Martin

Two-column Supplementary Press Ad 2ASX

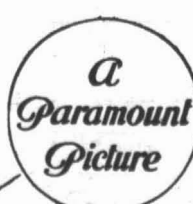


Thomas Meighan and Eileen Percy in the Paramount Picture "Tongues of Flame" A Joseph Henabery Production
Two-column Production Mat 2P-10c Each

See also the other style of one-column production mat on the first page. In ordering advertising, mention the name of the picture.

An Absorbing Romance-Melodrama

THE lovable, fighting hero of Peter Clark Macfarlane's powerful novel is a perfect-fitting Meighan role. It gives his million-dollar personality full play.



MEIGHAN'S COMING TO YOUR THEATRE BOX-OFFICES BUSTLE WITH BUSINESS



Bessie Love and
"Tongues of Flame"
Production Mat 3c

Eileen Percy in a scene from the
"A Joseph Henabery Production"
Fifteen Cents each at Exchanges.

These will
print perfectly.



Eileen Percy in the Para
A Joseph Henabery
Production Mat 2P-10c
Each



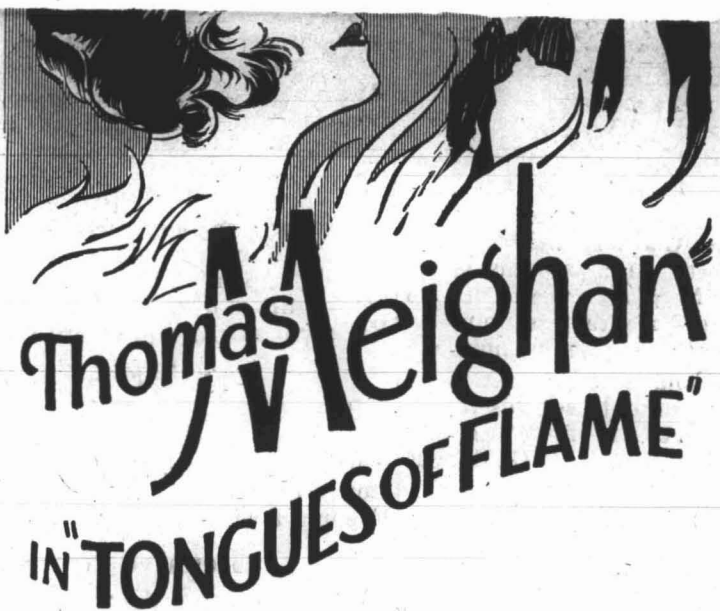
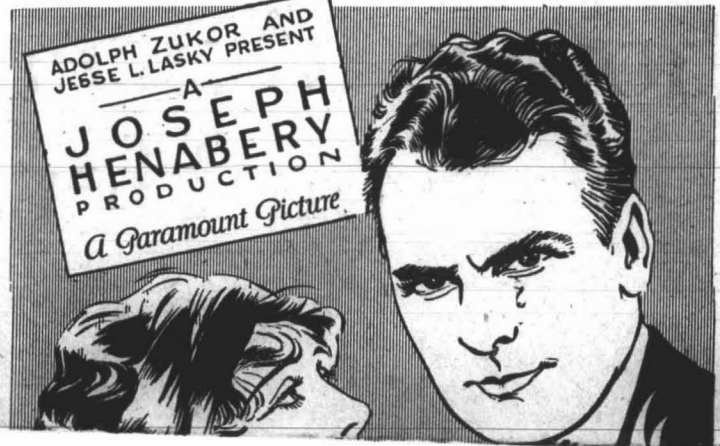
Thomas Meighan
in the Paramount Picture
"Tongues of Flame"
Prod. Mat 1P-5c Each

TRAILER

National Screen Service, Inc., issues a splendid Service Trailer on "Tongues of Flame." This consists of main title and 75 feet of film and costs little. Regular monthly service on all productions at nominal cost. See list of offices in price list, Page 4.

Meighan's Masterpiece

ADOLPH ZUKOR AND
JESSE L. LASKY PRESENT
A
JOSEPH
HENABERY
PRODUCTION
A Paramount Picture



THERE'S enough solid drama in "Tongues of Flame" to fill a dozen pictures. And never has Meighan had a role that fitted him so thoroughly.

Two-column Press Advertisement 2A

Box—Office Herald—

The herald on "Tongues of Flame" is a postcard size reproduction of the smashing 24-sheet. Stunningly colored and printed on high-grade stock. Other side left blank for address, theatre name, etc. Only \$3.00 per 1,000. Samples at exchanges.

THOMAS MEIGHAN IN "TONGUES OF FLAME"

JOSEPH HENABERY
PRODUCTION
PRESENTED BY ADOLPH ZUKOR & JESSE L. LASKY
A Paramount Picture

TOMMY MEIGHAN picks his own stories, and this absorbing romance-melodrama proves again that Tom's some picker. Bessie Love and Eileen Percy are seen in the big cast.

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From the story by Peter Clark Macfarlane
Screen play by Townsend Martin

Two-column Supplementary Press Ad 2ASX



Thomas Meighan and Eileen Percy in the Paramount Picture "Tongues of Flame" A Joseph Henabery Production

Two-column Production Mat 2P-16c Paramount Picture Production

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An Absorbing Romance-Melodrama

THE lovable, fighting hero of Peter Clark Macfarlane's powerful novel is a perfect-fitting Meighan role. It gives his million-dollar personality full play.

A picture of big dramatic punch and heart-winning romance, splendidly produced.

You can bank on this one!

A
Paramount
Picture



ADOLPH ZUKOR AND
JESSE L. LASKY PRESENT

Thomas Meighan IN "TONGUES OF FLAME" A JOSEPH HENABERY PRODUCTION

From the story by Peter Clark Macfarlane - - - - - Screen play by Townsend Martin

Four-column Newspaper Advertisement 4A.

Eileen Percy in a scene from the
"Tongues of Flame" A Joseph Henabery Production
Production Mat 31—Fifteen Cents each at Exchanges.

These will print perfectly.



Thomas Meighan

IN "TONGUES OF FLAME"

THERE'S enough solid drama in "Tongues of Flame" to fill a dozen pictures. And never has Meighan had a role that fitted him so thoroughly.

Two-column Press Advertisement 2A

Eileen Percy in the Paramount Picture
"Tongues of Flame" A Joseph Henabery Production
Production Mat 2P—1c Each

Thomas Meighan in the Paramount Picture
"Tongues of Flame"
Prod. Mat 1P—5c Each

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at on the first page
vertising, mention of

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Melodrama



Man

FLAME

HENABERY
CTION

een play by Townseld Martin

Ad or Program Paragraphs

You will be there when "Hell Fire" Harrington, fighting for his reputation, burns up the screen with action.

The story of how an "easy mark," his name unjustly blackened, becomes hard-boiled and makes it clean.

"Tongues of Flame" will set the tongues of (Name of town or community) wagging about Tom Meighan's greatest triumph.

The Good Luck star picked the story himself, and you know he's a good luck picker.

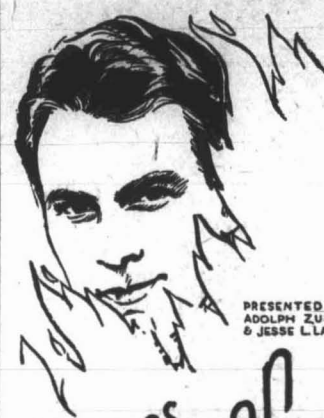
The drama of an innocent man sent to jail, and of how he won back his good name and a girl.

There may have been a Meighan picture as good as this one, but you'd have to go back to "Back Home and Broke" to find it.

With Bessie Love and Eileen Percy both in "Tongues of Flame," Tom Meighan has cornered the beauty market in leading ladies.

The early bird gets the seat, so come early and make sure of yours.

THEATRE



PRESENTED BY
ADOLPH ZUKOR
& JESSE LASKY

Thomas Meighan
IN
"TONGUES OF FLAME"
JOSEPH HENABERY
Production

POPULAR Tommy
as the fighting hero
of Peter Clark Macfarlane's greatest novel.

One-column Press Ad 1A

TELL THE FANS ABOUT "GOOD LUCK OF FLAME" WITH THESE PUBLIC

Meighan Encounters Bit of Fun in New York City Taxi Cab

Cab Driver, Recognizing Paramount Star, Tells Him Humorous Story

(Special Newspaper Story)

TOM Meighan climbed into a taxicab in front of the famous Lamb's Club, New York, recently. The driver listened to the directions, shifted gears, piloted his machine out in the traffic and then turned around with an inquiring glance.

"You're Thomas Meighan, aren't you?" he said. Tom nodded. "Well," said the taxi driver, "that's a coincidence. I've got a story to tell you."

Now driving a taxicab and telling a story over your shoulder at the same time can be accomplished successfully in rural New Jersey. Connecticut and some parts of Brooklyn. But in congested Manhattan it is not considered good form. In fact it's out.

Tom said: "I'm interested in your story; suppose you write me a letter and tell me all about it."

But the taxi driver was not at all discouraged. He bided his time. Presently his cab was caught in the Fifth Avenue traffic jam; then he turned around and resumed.

"My wife is a rabid movie fan," he said. "She used to keep a regular gallery of photographs strung across the top of our dresser. There was Jack Holt, and who's this now, young chap, Richard Barthelmess, and Rudolph himself. Ernest Torrence and half a dozen others. But right in the middle, mind you, in a big silver frame she kept a picture of me. That was O. K.

"Well, one night I goes home after a hard day's work and turns on the light and what do I see? She's taken my picture out of the frame and in its place, right in the middle of the whole bunch, she's got a picture of you. It isn't a photograph you sent her, either, Mr. Meighan, but one she's cut out of some Sunday paper.

"Well, that was too much. I took one look, made a swipe at the whole row of pictures and chucked them all out of the window. And yours went first."

The taxi driver threw in his clutch, for the green light in the traffic tower had winked out, and a yellow one had taken its place. By the time they reached Forty-first street Tom's laughter had subsided somewhat and he was able to remark casually.

"No hard feelings?"

"No," said the taxi driver, stepping on the gas, "I'll tell her I seen you."

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Indians Willing Actors in Tom Meighan's Latest

Seventy five full blood Indians of the Onondaga and Cattaraugus tribes journeyed from their remote reservation homes in northern New York State to Astoria, L. I. to help Thomas Meighan make "Tongues of Flame" for Paramount.

For most of them, it was a long and arduous journey. Unused to travel, they were compelled to ride all night in New York Central chair cars, eat strange food and live in strange surroundings. Yet they went through it all cheerfully, with an enthusiasm rarely displayed by their stoic race.

And the reason was this: In "Tongues of Flame" they helped portray a situation paralleling a

AT THE RIALTO



THOMAS MEIGHAN
starring in
PARAMOUNT PICTURES

Last Times Today

The final showings of the Joseph Henabery Paramount production, "Tongues of Flame," starring Thomas Meighan which opened at the.....Theatre last.....will take place there today.

The story was adapted from Peter Clark Macfarlane's last novel by that name.

Bessie Love and Eileen Percy play opposite the star. Others in the cast are Cyril Ring, Burton Churchill, John Miltern, Leslie Stowe, Nick Thompson, Jerry Devine and Kate Mayhew.

MR. EDITOR—

Here is something which will interest you:

An important survey, containing information of vital value gathered from the public, was recently completed by the Kinema Theatre, Fresno, California. Questionnaires were filled out by a large number of patrons of the Kinema, a representative house catering to a high-class fan audience. In addition, personal investigators were sent out. They interviewed nearly 1,600 people, representing all classes. The compilation of results was made by Beaumont & Hohman, an advertising agency of Fresno.

Here are the two sections of the survey that apply to you:
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Ready-Made Press Reviews

(Review No. 1)

THE Paramount picture, "Tongues of Flame," starring Thomas Meighan, is the feature at the.....Theatre all this week.

"Tongues of Flame" is the last novel by the late Peter Clark Macfarlane. It's a full-sized thriller with the star in his finest role in months. The picture more than proves that Meighan's name outside of any theatre is a guarantee of money's

Meighan Supported by Strong Cast in "Tongues of Flame"

Bessie Love, Eileen Percy Play Opposite Star in Paramount Film

SUPPORTING Thomas Meighan in his latest Paramount picture, "Tongues of Flame," produced by Joseph Henabery from the last novel by the late Peter Clark Macfarlane, is one of the finest casts that have ever appeared with the popular star.

The picture, which was adapted for the screen by Townsend Martin, includes Bessie Love and Eileen Percy in the principal feminine roles. Miss Love is cast as a pretty Indian girl school teacher while Miss Percy

has the role of the daughter of the village capitalist in the town where Tom, as Henry Harrington, has his little law office.

Others in prominent roles in the production, which opens a....days' run next.....at the.....Theatre, are Burton Churchill, John Miltern, Leslie Stowe, Nick Thompson, little Jerry Devine, Kate Mayhew and Cyril Ring.

"Tongues of Flame" has to do with a tight-fisted capitalist who enlists Meighan's aid to, unknown to Tom, swindle a tribe of neighboring Indians out of their valuable reservation. When Tom realizes what is going on he quickly turns against his employer, denounces him as a swindler and takes up the fight on the side of the Indians, many of whom had served under him in the Great War.

"Tongues of Flame" offers Meighan his finest screen role. And that's saying plenty!

Tom Calls It MEE-HAN

FOLKS, meet Thomas Meighan! No, not Mee-gan, silent. In HAN. The G is and unnecessary, it's useless.

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"Cinch," Says Tom

Thomas Meighan is spoiled for the rest of his life as far as working "on location" is concerned.

In "The Alaskan" he journeyed all the way to Banff, Alberta, in the Canadian Rockies for the exterior scenes. In "The N'er Do Well" he took his company down to Central America. Other pictures have chased him hither and yon over the face of the Western Hemisphere in the interests of authentic atmosphere and background.

But in "Tongues of Flame," his newest picture for Paramount, his location journey broke all world records. The location lot, representing an Indian Reservation, was just ten minutes by motor car from Meighan's home, on Long Island. It was so much closer, in fact, than the Paramount studio in Astoria that Tom could—and did—sleep three quarters of an hour longer and still get to work on time.

"Tongues of Flame," the screen version of Peter Clark Macfarlane's last novel, comes to the.....of next..... Bessie Love and Eileen Percy play opposite the star.

Meighan Jailed

On the day he was elected Shepherd of the Lambs, the highest honor in the theatrical profession, Thomas Meighan spent the entire morning in jail. The charge against him was grand larceny, for, according to the thrilling plot of "Tongues of Flame," he had failed to account to his employers for \$20,000 in gold entrusted to his care.

As a matter of fact, the jail was built on the back lot of Famous Players' Long Island Studio, and Tom could walk out of it any time. Director Joseph Henabery gave the word. But some of his fellow Lambs would have had a good laugh if they could have seen the new shepherd languishing in the jail cell.

Bessie Love and Eileen Percy are featured in support of Meighan in "Tongues of Flame," which will be shown next.....at the.....

Only 15—by a Veteran

Jerry Devine, fifteen-year old office boy in Thomas Meighan's Paramount

GOOD LUCK" TOM AND "TONGUES OF FLAME" THESE PUBLICITY STORIES AND REVIEWS

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Meighan is an Irish name. In fact it is one of the most Irish of all names, hence the illogical, anti-phonic G. Tom had very little to say in choosing the name originally.

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Only 15—

Jerry Devine, fifteen-year old office boy at Famous Players' Paramount

2 Leading Women Opposite Tom in "Tongues of Flame"

Latest Paramount—Famous Forty Production Due Here Soon

BESSIE Love and Eileen Percy share feminine honors in support of Thomas Meighan in his newest Paramount picture, "Tongues of Flame," produced by Joseph Henabery and coming to the Theatre for a run of days on next.

The story is an adaptation by Townsend Martin of the last novel by Peter Clark Macfarlane. Cyril Ring, Burton Churchill, John Milner, Nick Thompson and others appear in the cast.

Both girls are with Tom in the picture. Miss Love as Lanlee, a little half-breed Indian girl, Miss Percy playing Billie Boland, daughter of a wealthy manufacturer. The two girls were in Los Angeles at the time they were selected for parts in the picture. Inasmuch as the production was to be started within a week at the Paramount Long Island studio, some lively trans-continental traveling had to be effected to be on time for the first scenes.

In the picture Meighan has the role of a returned doughboy who takes up the practice of law in a small town. After Chateau Thierry and the Argonne, Tom, as "Hell Fire" Harrington, can't seem to get excited over the petty lawsuits of the little town of Edgewater.

Then matters take a sudden turn. A pretty little Indian girl school teacher (Bessie Love) comes to him with the news that the Indians need his aid. The money men of the town are making inroads upon the Indian reservation and the red men suspect something underhanded.

The picture goes on to show how Meighan, first in the employ of the capitalists, then as the Indians' friend straightens the matter out.

"Tongues of Flame" is Meighan at his best. See it!

TOM'S IN TOWN



THOMAS MEIGHAN starring in PARAMOUNT PICTURES

Meighan Due

Thomas Meighan's new Paramount picture, "Tongues of Flame," is scheduled for showing at the Theatre on next to remain for days.

The production, directed by Joseph Henabery, was adapted for the screen by Townsend Martin from the novel of the same name by the late Peter Clark Macfarlane.

The cast includes Bessie Love and Eileen Percy in the leading feminine roles opposite the star, Cyril Ring, Nick Thompson and others prominent on both stage and screen.

The story is a melodramatic thriller which brings Tom to the screen in the kind of role in which the public likes him best. A few of the big scenes include the burning of a town by an infuriated mob, episodes on an Indian reservation. Over one hundred and fifty Indians appear in these sequences.

It's a big picture—and it entertains!

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiter:

| | | |
|-----------------------|-----------------------|---|
| CALLAHAN, JOHN | 134 Meadow St. | New Haven, Conn. |
| DANZIGER, WM. | 119 Seventh St. | Milwaukee, Wis. |
| DUNHAM, CURTIS | 302 Jefferson St. | Dallas, Tex. |
| EAGLES, HARRY C. | 2017 Third Ave. | (and San Antonio, Tex.) Seattle, Wash. (and Portland, Ore.) |
| ESHENFELDER, GEO. | 211 S. Mint St. | Charlotte, N. C. |
| GAMBRILL, GEO. | 3721 Washington Blvd. | St. Louis, Mo. |
| GAVIN, THOMAS | 110 West 18th St. | Kansas City, Mo. |
| GEYER, ERNEST | 51 1/2 Luckie St. | Atlanta, Ga. |
| HAWN, GAVIN C. | 62 N. State St. | Wilkes-Barre, Pa. |
| HELMAN, JACK | 1610 Davenport St. | Omaha, Nebraska (and Des Moines, Iowa) |
| KANTNER, OSCAR | 201 Golden Gate Ave. | San Francisco, Cal. |
| MC CONVILLE, JOHN | 8 Shawmut St. | Boston, Mass. (and Portland, Me.) |
| MEDELSSOHN, WM. | 1563 East 21st St. | Cleveland, O. |
| MOON, RUSSELL B. | 1327 S. Wabash Ave. | Chicago, Ill. |
| RENAUD, KENNETH | 2949 Cass Ave. | Detroit, Mich. |
| RICKETSON, RICK | 1625 Court Place | Denver, Colo. (and Salt Lake City, Utah) |
| RIDGE, MAURICE | Pioneer & Broadway | Cincinnati, O. |
| ROBSON, WM. | 1018 Forbes St. | Pittsburgh, Pa. |
| SHEILD, CORBIN | 331 West 44th St. | New York, N. Y. (and Albany, N. Y.) |
| SWIFT, HARRY | 924 S. Olive St. | Los Angeles, Cal. |
| TAYLOR, WM. A. | 514 W. Grand Ave. | Oklahoma City, Okla. |
| THOMAJAN, P. A. | 115 S. Monroe St. | Peoria, Ill. |
| WALL, EDWARD J. | 1101 N. Capitol Ave. | Washington, D. C. |
| WAGNER, CHAS. E. | 251 N. 5th St. | Columbus, Ohio. |
| WATERSTREET, IRVIN A. | 38 So. Capitol Ave. | Indianapolis, Ind. (and Louisville, Ky.) |
| WHELAN, LESLIE F. | 1219 Vine St. | Philadelphia, Pa. |
| WIEST, JAMES M. | 1100 First Ave. N. | Minneapolis, Minn. (and Sioux Falls, S. D.) |

Advance Publicity Stories

Tom Meighan Star in Last Macfarlane Novel

THOMAS Meighan comes to the Theatre on next in a Paramount screen version of "Tongues of Flame," the last novel by the late Peter Clark Macfarlane—a Joseph Henabery produc-

"Tongues of Flame" Big Meighan-Paramount Film

"Tongues of Flame," adapted from the novel by that name by Peter Clark Macfarlane, brings Thomas Meighan to the screen at the Theatre next in the kind of a role in which the public likes him

Indian Author in Thomas Meighan's "Tongues of Flame"

Chief Red Eagle Writes Western Thrillers for Magazines

(Special Newspaper Story)

CHIEF Henry Red Eagle, who plays in Thomas Meighan's new picture, "Tongues of Flame" is an author as well as an actor. He divides his time between acting Indian roles for the screen and writing western thrillers for the magazines.

Incidentally, Chief Red Eagle doesn't speak the traditional Indian vernacular, with its "ugh, heap big bad medicine," and similar picturesque phrases. He is a college graduate. As for his career, let the Chief himself tell it:

"Trilled my first war-whoops in a wigwam on the shores of Moosehead Lake, 'neath the nodding pines of the State and on the spot where my Malisee stood moccasin to moccasin against our Mohawk foes and measured tomahawks with them.

"My father sent me on the war-path after a white man's wick-hig-an (whatever that is), and after I had taken the scalps of Al-Gebr, Geo-Graphy and half a dozen dead languages with neatness and dispatch I received a square of cured sheepskin as token of my prowess. Then, setting my war-bonnet at a rakish angle I stalked boldly forth to battle grim life on the gridiron of Fate and took up the mortar and pestle of a medicine man. For nine years I sold postage stamps, dispensed cod liver oil, opedoldoc and hexamethylantetraminanthydromethylencitrate. (Ain't that a lalapalooza?)

"Then the wanderlust began to tickle my Indian corn and I joined a wild-cattin hanky-pank, and later, toured abroad with a troupe of Indians as chief slang whanger. I have since been a circus trapeze artist, Wild West Indian, lumber jack, river driver, deep woods and white water guide. I have pushed a slip horn in a wind jamming ballyhoo band, been a kid top manager and rode bucking bronchos.

"I have faced, in war paint and feathers, the muzzle of a movie camera in which I was delegated to do such playful stunts as falling out of a twenty-foot tree and riding a horse off a cliff. For the first I received \$5 per fall and a touch of the doloureux when I landed on my neck; for the second, I received twenty-five bucks and the reputation of being a dampfool.

"It was while I was juggling pills that I took to slinging a quill instead of wearing it in my hair, wrote my first story—and sold it! Then and there Aesculapius lost a disciple. I have since turned out nearly one hundred and fifty short stories and novellettes that have been published and for which I have been paid real wampum."

"Tongues of Flame," which comes to the Theatre next is an adaptation of the last novel by the late Peter Clark Macfarlane. It's a Joseph Henabery production and includes in a strong cast Bessie Love, Eileen Percy, Cyril Ring and others.

Tom Meighan's Brother-in-Law in "Tongues of Flame"

Cyril Ring, brother of Blanche and Frances Ring, the latter Mrs. Thomas Meighan, again supports the popular Tom in the Joseph Henabery-Paramount production, "Tongues of Flame," coming to the Theatre next.

Mr. Ring has appeared with Meighan in "The Conquest of Canaan," "Back Home and Broke," "Homeward Bound" and "Pied Piper Malone."

Bessie Love, Eileen Percy, Burton

discouraged. He bided his time. Presently his cab was caught in the Fifth Avenue traffic jam; then he turned around and resumed.

"My wife is a rabid movie fan," he said. "She used to keep a regular gallery of photographs strung across the top of our dresser. There was Jack Holt, and who's this now, young chap, Richard Barthelmess, and Rudolph himself. Ernest Torrence and half a dozen others. But right in the middle, mind you, in a big silver frame she kept a picture of me. That was O. K.

"Well, one night I goes home after a hard day's work and turns on the light and what do I see? She's taken my picture out of the frame and in its place, right in the middle of the whole bunch, she's got a picture of you. It isn't a photograph you sent her, either, Mr. Meighan, but one she's cut out of some Sunday paper.

"Well, that was too much. I took one look, made a swipe at the whole row of pictures and chucked them all out of the window. And yours went first."

The taxi driver threw in his clutch, for the green light in the traffic tower had winked out, and a yellow one had taken its place. By the time they reached Forty-first street Tom's laughter had subsided somewhat and he was able to remark casually.

"No hard feelings?"
"No," said the taxi driver, stepping on the gas, "I'll tell her I seen you."

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For most of them, it was a long and arduous journey. Unused to travel, they were compelled to ride all night in New York Central chair cars, eat strange food and live in strange surroundings. Yet they went through it all cheerfully, with an enthusiasm rarely displayed by their stoic race.

And the reason was this: In "Tongues of Flame" they helped portray a situation paralleling a dramatic circumstance in their own tribal history. They were not acting merely as extras under Joseph Henabery's direction; they were giving voice and feeling to a situation close to their own hearts.

"Tongues of Flame," the last novel written by Peter Clark Macfarlane deals with a false survey of land whereby a tribe of Indians is swindled out of a big tract of land by a grasping capitalist. Through further trickery, the capitalist is about to take possession of their remaining reservation when a young lawyer, portrayed by Thomas Meighan, comes to their aid, exposes the plot and thwarts the money-mad capitalist.

By a strange coincidence, the Onondagas and Cattaraugus are now engaged in litigation of a similar nature. They are bringing suit to obtain restitution for 16,000,000 acres of valuable land ceded to the Six Nations by George Washington in 1774 in the Treaty of Fort Stanwix, and since transferred illegally to private ownership.

The attempts of the Six Nations to obtain restitution for their land is a striking parallel to the situation in "Tongues of Flame." When the proposition of journeying to New York City to appear in a motion picture was first broached to the Indian tribes, they were not enthusiastic about it. But when the story of "Tongues of Flame" was read to them, a meeting was held, and their attitude changed as if by magic. More than three hundred volunteered.

"I never saw such willing extras," Meighan remarked, after a particularly trying scene on location.

"And another thing, none of them seemed to be trying to get my job!"

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Tom is sure there when it comes to virile, two-fisted "he-man" characters. And "Tongues of Flame" is Meighan at his best.

Joseph Henabery, who made Valentino's "A Sainted Devil," directed the picture which tells of a grasping capitalist who uses every underhanded means imaginable to swindle a group of Indians out of their valuable reservations. Meighan, playing "Hell Fire" Harrington, veteran of the Great War, in the employ of the swindler is used as a tool in the transaction until he is brought to a realization of what is going on.

The Indians, many of whom had served in Harrington's company in the World War, come to him with their troubles. Their spokesman, Lahleet, a little Indian girl school teacher who worships Harrington from afar, tells the young lawyer that her people have need of his services. It is then that "Hell Fire" shows how he got his name.

Action? Tons of it!
Heart-appeal? Heaps of it!
Gripping drama? You said it!

(Review No. 2)

Thomas Meighan in Peter Clark Macfarlane's "Tongues of Flame," produced by Joseph Henabery.

That's the reason this new Paramount picture is packing 'em in this week at the.....Theatre. Nothing like using plain, ordinary, every-day words to describe it either. It's a great melodrama.

Bessie Love and Eileen Percy head a cast which includes Cyril Ring, Burton Churchill, Nick Thompson, John Miltern and others.

It is such pictures as "Tongues of Flame" that keep the fans' faith in the silent drama.

Meighan's role is that of an easy going lawyer who breaks up a con-

spiracy on the part of a tight-fisted millionaire manufacturer to swindle a tribe of Indians out of their land which he knows contains a fortune in oil. The Indians, many of them of Harrington's (Meighan) own company in the World War, trust him implicitly. They rely upon his judgment in the matter, but when he arranges the sale of the land for his employer, not knowing for a minute that there is oil on it, what a scene there is! The Indians accuse Harrington of knowing of this untold wealth in the ground all the time and he has quite a time straightening the matter out.

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"Tongues of Flame" offers Meighan his finest screen role. And that's saying plenty!

Miss Love plays the role of Lahleet, a little Indian girl school teacher who worships Meighan.

Percy is cast as the crafty millionaire's daughter. Burton Churchill is the millionaire.

Townsend Martin is the author of the screen play and Faxon Dean is credited with the photography.

"Tongues of Flame," Thomas Meighan's newest Paramount starring picture which opened yesterday at the.....Theatre, is that kind of a production that sends one out of the theatre with the conviction that all's well in the movie world after all—so far as Tom's concerned, at least.

"Tongues of Flame" is a picturization of Peter Clark Macfarlane's last novel, produced by Joseph Henabery, who made "The Guilty One" and "A Sainted Devil."

Tom's always pleasing on the screen, at times more so than others—and this is one of those more so, or better, very much so times.

And then there's two very beautiful young leading women playing opposite Meighan in "Tongues of Flame." Bessie Love and Eileen Percy. Now what more could one possibly want? Manliness, feminine charm and a story that smacks of pell-mell action throughout. If "Tongues of Flame" isn't the finest thing "Good Luck" Tom has ever done in his lengthy career, we'd quit right here. But we keep on going, you see, so it must be good.

But don't take it on our say so. See it yourself.

Only 15—by a Veteran

Jerry Devine, fifteen-year old office boy in Thomas Meighan's Paramount picture, "Tongues of Flame," has already made his mark on both stage and screen.

He has players in with the foremost ones made by the

more important has had parts in "Hush Money" with Alice Brady, "Sherlock Holmes" and "Sentimental Tommy." During the past theatrical season (1923) he played with Le Fields in "The Melody Man."

"Tongues of Flame," adapted from Peter Clark Macfarlane's novel by that name, will be shown next.....at the.....

Bessie Love, Eileen Percy, Cyril Ring and others appear in the strong cast. Joseph Henabery directed.

Star cuts—

A SIDE from the usual line of cuts prepared on its productions, Paramount can supply exhibitors with cuts of all its stars.

On the top of this page are two one-column cuts of Thomas Meighan.

These may also be obtained in two and three-col. sizes, both half-tone and line.

There are also circle thumb-nail 1/4 column cuts in both coarse and fine screen.

Other cuts are all 55 screen and print perfectly on newspaper stock.

By simply adding a little copy and border these cuts can be made into attractive ads.

Price list on poster page.

Order by number under each cut!

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Meighan Jailed

On the day he was elected Shepherd of the Lambs, the highest honor in the theatrical profession, Thomas Meighan spent the entire morning in jail. The charge against him was grand larceny, for, according to the thrilling plot of "Tongues of Flame," he had failed to account to his employers for \$20,000 in gold entrusted to his care.

As a matter of fact, the jail was built on the back lot of Famous Players' Long Island Studio, and Tom could walk out of it any time he wished. But some of his fellow Lambs would have had a good laugh if they could have seen their new shepherd trilled fold.

Bessie Love and Eileen Percy are featured in support of Meighan in "Tongues of Flame," which will be shown next.....at the.....

Only 15—by a Veteran

Jerry Devine, fifteen-year old office boy in Thomas Meighan's Paramount picture, "Tongues of Flame," has already made his mark on both stage and screen.

He has players in with the foremost ones made by the

more important has had parts in "Hush Money" with Alice Brady, "Sherlock Holmes" and "Sentimental Tommy." During the past theatrical season (1923) he played with Le Fields in "The Melody Man."

"Tongues of Flame," adapted from Peter Clark Macfarlane's novel by that name, will be shown next.....at the.....

Bessie Love, Eileen Percy, Cyril Ring and others appear in the strong cast. Joseph Henabery directed.

Star cuts—

A SIDE from the usual line of cuts prepared on its productions, Paramount can supply exhibitors with cuts of all its stars.

On the top of this page are two one-column cuts of Thomas Meighan.

These may also be obtained in two and three-col. sizes, both half-tone and line.

There are also circle thumb-nail 1/4 column cuts in both coarse and fine screen.

Other cuts are all 55 screen and print perfectly on newspaper stock.

By simply adding a little copy and border these cuts can be made into attractive ads.

Price list on poster page.

Order by number under each cut!

the you.
Tom's latest Paramount picture, "Tongues of Flame," from the novel of the late Peter Clark Macfarlane, is due at the Joseph Henabery production with Bessie Love and Eileen Percy playing in support of the star.

"Cinch," Says Tom

Thomas Meighan is spoiled for the rest of his life as far as location is concerned. In "The Alaskan," he journeyed all the way to Banff, Alberta, in the scenes. In "The New Do Well" he took his company down to Central America. Other pictures have chased him hither and yon over the face of the Western Hemisphere in the interests of authentic atmosphere and background. But in "Tongues of Flame," his newest picture for Paramount, his location journey is over. The location lot, representing an Indian Reservation, was just ten minutes by motor car from Meighan's home, on Long Island. It was so much closer, in fact, than the Paramount studio in Astoria that Tom could—and did—sleep three quarters of an hour longer and still get to work on time. "Tongues of Flame," the screen version of Peter Clark Macfarlane's last novel, comes next. Eileen Percy plays opposite the star.

Meighan Jailed

On the day he was elected Shepherd of the Lambs, the highest honor in the theatrical profession, Thomas Meighan spent the entire morning in jail. The charge against him was grand larceny, for, according to the thrilling plot of "Tongues of Flame," he had failed to account to his employers for \$20,000 in gold entrusted to his care.

As a matter of fact, the jail was built on the back lot of Famous Players' Long Island Studio, and Director Joseph Henabery gave the would have had a good laugh if they could have seen their new shepherd languishing in the pillfold.

Bessie Love and Eileen Percy are featured in support of Meighan in "Tongues of Flame," which will be shown next.

Only 15—But a Veteran

Jerry Devine, fifty-year old office boy in Thomas Meighan's Paramount picture, "Tongues of Flame," has already made his mark on both stage and screen.

He has played with the foremost players in the business made by the

more important which he has had parts in "Hush Money," with Alice Brady, "Sherlock Holmes," and "Sentimental Tommy." During the past theatrical season (1923), he played with Le Fields in "The Melody Man."

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Price list on poster page.

Order by number under each cut!

time they were selected for parts in the picture. Inasmuch as the production was to be started within a week at the Paramount Long Island studio, some lively trans-continental traveling had to be effected to be on time for the first scenes.

In the picture Meighan has the role of a returned doughboy who takes up the practice of law in a small town. After Chateau Thierry and the Argonne, Tom, as "Hell Fire" Harrington, can't seem to get excited over the petty lawsuits of the little town of Edgewater.

Then matters take a sudden turn. A pretty little Indian girl school teacher (Bessie Love) comes to him with the news that the Indians need his aid. The money men of the town are making inroads upon the Indian reservation and the red men suspect something underhanded.

The picture goes on to show how Meighan, first in the employ of the capitalists, then as the Indians' friend straightens the matter out.

"Tongues of Flame" is Meighan at his best. See it!

Meighan Due

Thomas Meighan's new Paramount picture, "Tongues of Flame," is scheduled for showing at the Theatre on next to remain for days.

The production, directed by Joseph Henabery, was adapted for the screen by Townsend Martin from the novel of the same name by the late Peter Clark Macfarlane.

The cast includes Bessie Love and Eileen Percy in the leading feminine roles opposite the star, Cyril Ring, Nick Thompson and others prominent on both stage and screen.

The story is a melodramatic thriller which brings Tom to the screen in the kind of role in which the public likes him best. A few of the big scenes include the burning of a town by an infuriated mob, episodes on an Indian reservation. Over one hundred and fifty Indians appear in these sequences.

It's a big picture—and it entertains!

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

| | | |
|-----------------------|-----------------------|----------------------------|
| CALLAHAN, JOHN | 134 Meadow St. | New Haven, Conn. |
| DANZIGER, WM. | 119 Seventh St. | Milwaukee, Wis. |
| DUNHAM, CURTIS | 302 Jefferson St. | Dallas, Tex. |
| | | (and San Antonio, Tex.) |
| EAGLES, HARRY C. | 2017 Third Ave. | Seattle, Wash. |
| | | (and Portland, Ore.) |
| ESHENFELDER, GEO. | 211 S. Mint St. | Charlotte, N. C. |
| GAMBRILL, GEO. | 3721 Washington Blvd. | St. Louis, Mo. |
| GAVIN, THOMAS | 110 West 18th St. | Kansas City, Mo. |
| GEYER, ERNEST | 51 1/2 Luckie St. | Atlanta, Ga. |
| HAWN, GAVIN C. | 62 N. State St. | Wilkes-Barre, Pa. |
| HELMAN, JACK | 1610 Davenport St. | Omaha, Nebraska. |
| | | (and Des Moines, Iowa) |
| KANTNER, OSCAR | 201 Golden Gate Ave. | San Francisco, Cal. |
| McCONVILLE, JOHN | 8 Shawmut St. | Boston, Mass. |
| | | (and Portland, Me.) |
| MENDELSSOHN, WM. | 1563 East 21st St. | Cleveland, O. |
| MOON, RUSSELL B. | 1327 S. Wabash Ave. | Chicago, Ill. |
| RENAUD, KENNETH | 2949 Cass Ave. | Detroit, Mich. |
| RICKETSON, RICK | 1625 Court Place | Denver, Colo. |
| | | (and Salt Lake City, Utah) |
| RIDGE, MAURICE | Pioneer & Broadway | Cincinnati, O. |
| ROBSON, WM. | 1018 Forbes St. | Pittsburgh, Pa. |
| SHEILD, CORBIN | 331 West 44th St. | New York, N. Y. |
| | | (and Albany, N. Y.) |
| SWIFT, HARRY | 924 S. Olive St. | Los Angeles, Cal. |
| TAYLOR, WM. A. | 514 W. Grand Ave. | Oklahoma City, Okla. |
| THOMAJAN, P. A. | 113 S. Monroe St. | Peoria, Ill. |
| WALL, EDWARD J. | 1101 N. Capitol Ave. | Washington, D. C. |
| WAGNER, CHAS. E. | 251 N. 5th St. | Columbus, Ohio. |
| WATERSTREET, IRVIN A. | 38 So. Capitol Ave. | Indianapolis, Ind. |
| | | (and Louisville, Ky.) |
| WHELAN, LESLIE F. | 1219 Vine St. | Philadelphia, Pa. |
| WIEST, JAMES M. | 1100 First Ave. N. | Minneapolis, Minn. |
| | | (and Sioux Falls, S. D.) |

Advance Publicity Stories

Tom Meighan Star in Last Macfarlane Novel

THOMAS Meighan comes to the Theatre on next in a Paramount screen version of "Tongues of Flame," the last novel by the late Peter Clark Macfarlane—a Joseph Henabery production with Bessie Love, Eileen Percy and others playing in support of the star.

The picture shows how Boland, an unscrupulous business man, and Scanlon, his tricky lawyer, steal a town from the Indians. Through Boland's efforts three towns spring up on the land and thirty years later Boland, rich and powerful, rules the towns and everyone in them.

At the close of the Great War, "Hell Fire" Harrington, the role played by Tom Meighan, opens a law office in one of the towns. He falls in love with Boland's daughter, Billie, and for a time works for Boland, wilfully blind to the latter's unethical transactions. Then a little half-breed school teacher who is in love with Harrington, opens his eyes to the fact that Boland is using him as a tool to swindle the Indians for the second time.

In spite of the fact that Boland threatens to ruin and disgrace him Harrington takes up the Indians' fight. The squabble over property rights reaches the Supreme Court and is decided in the Indians' favor. This turns the entire town against Boland—and what a scene there is! Crowds surge through the streets firing warehouses and shipping. It's a case of mob rule until Harrington arrives on the scene with a little band of loyal Indians who had served in his company in the World War and brings the townspeople to their senses.

There's action-plus in "Tongues of Flame," drama, heart-appeal and all the rest. Meighan has never done anything quite like it before.

If you're a Meighan fan, you'll see this one!

The story was adapted for the screen by Townsend Martin. Others in the cast include Cyril Ring, Nick Thompson, Burton Churchill, John Milner, Leslie Stowe, Jerry Devine and Kate Mayhew.

"Tongues of Flame" Big Meighan-Paramount Film

"Tongues of Flame," adapted from the novel by that name by Peter Clark Macfarlane, brings Thomas Meighan to the screen at the Theatre next in the kind of a role in which the public likes him best.

In the Paramount picture, directed by Joseph Henabery, the man who made "A Sainted Devil," Tom plays "Hell Fire" Harrington, recently returned World War hero who takes up the practice of law in a one-horse town. And it is only half-heartedly that Harrington enters upon this profession. He has been "over there," seen all there is to life, as he thinks. Anything that happens now is of little consequence.

It is not long before Harrington discovers that he has missed the most wonderful thing in life—romance. And it's a double-barreled romance, at that! Harrington's position in the firm of John Boland, the town capitalist, brings on a delightful affair with the millionaire's beautiful daughter, Billie. The other girl in the case is a little Indian school teacher who worships Harrington in silence.

Boland's business tactics are not as straightforward as they might be and Lahleet, the little Indian girl tells Meighan how her people were once swindled out of their land and she fears the same thing is to happen again. Harrington promises to protect them. And it is this promise that starts all the trouble.

Boland tries to "frame" Harrington and from this point on "Tongues of Flame" builds to one of the most gripping "smash"—climaxes ever seen in pictures.

Bessie Love plays the role of the half-breed girl, Lahleet. Eileen Percy is cast as Billie Boland and Burton Churchill is her father. Cyril Ring, Nick Thompson and others complete the strong supporting cast.

Meighan-Henabery Famous Forty Production Coming

The Paramount picture, "Tongues of Flame," a Joseph Henabery production of the popular novel of the

tomahawks with them. "My father sent me on the war-path after a white man's wick-hig-an (whatever that is) and after I had taken the scalps of Al-Gebra, Geo-Graphy and half a dozen dead languages with neatness and dispatch I received a square of cured sheepskin as token of my prowess. Then, setting my war-bonnet at a rakish angle I stalked boldly forth to battle grim life on the gridiron of Fate and took up the mortar and pestle of a medicine man. For nine years I sold postage stamps, dispensed cod liver oil, opedoldoc and hexamethyltetraminamhydromethylencitrate. (Ain't that a lalapaloosa?)

"Then the wanderlust began to tickle my Indian corn and I joined a wild-cattin' hanky-pank, and later, toured abroad with a troupe of Indians as chief slang whanger. I have since been a circus trapeze artist, Wild West Indian, lumber jack, river driver, deep woods and white water guide. I have pushed a slip horn in a wind jamming ballyhoo band, been a kid top manager and rode bucking bronchos.

"I have faced, in war paint and feathers, the muzzle of a movie camera in which I was delegated to do such playful stunts as falling out of a twenty-foot tree and riding a horse off a cliff. For the first I received \$5 per fall and a touch of the doloureux when I landed on my neck; for the second, I received twenty-five bucks and the reputation of being a dampfool.

"It was while I was juggling pills that I took to slinging a quill instead of wearing it in my hair, wrote my first story—and sold it! Then and there Aesculapius lost a disciple. I have since turned out nearly one hundred and fifty short stories and novellettes that have been published and for which I have been paid real wampum."

"Tongues of Flame," which comes to the Theatre next, is an adaptation of the last novel by the late Peter Clark Macfarlane. It's a Joseph Henabery production and includes in a strong cast Bessie Love, Eileen Percy, Cyril Ring and others.

Tom Meighan's Brother-in-Law in "Tongues of Flame"

Cyril Ring, brother of Blanche and Frances Ring, the latter Mrs. Thomas Meighan, again supports the popular Tom in the Joseph Henabery-Paramount production, "Tongues of Flame," coming to the Theatre next.

Mr. Ring has appeared with Meighan in "The Conquest of Canaan," "Back Home and Broke," "Homeward Bound" and "Pied Piper Malone."

Bessie Love, Eileen Percy, Burton Churchill, John Milner, Leslie Stowe, Nick Thompson, Jerry Devine and Kate Mayhew complete the cast.

same name, open a days' run on Theatre. It's Tom Meighan's newest Famous-Forty starring production and includes, among others, in the cast Bessie Love, Eileen Percy, Cyril Ring, Burton Churchill, John Milner.

Behind this announcement is an interesting story. Mr. Meighan, who enjoys the friendship of several prominent authors, among them Rex Beach, Curwood, George Ade, had long been an admirer of the work of the late Peter Clark Macfarlane. Immediately after the publication of "Tongues of Flame," he suggested that he make the story for the screen.

Before production work was started the star said that his role of Henry Harrington in the picture, a character he considered one of the finest types in American fiction, offered him every opportunity for a fine portrayal. And the picture more than proves that he made good use of the opportunity.

Here's a different kind of role for Tom, a different kind of story that has made one of the season's most interesting productions.

"Tongues of Flame"

It's a Paramount picture, starring Thomas Meighan, a Joseph Henabery production of Peter Clark Macfarlane's last and best novel coming to the Theatre next to remain for days.

Bessie Love, Eileen Percy, Cyril Ring and others appear in the strong supporting cast.

"Tongues of Flame" is action-plus throughout and there's not a fireman in it!



Thomas Meighan in "Tongues of Flame"

PARAMOUNT PAPER THAT P

"If It's Worth Running, It's Worth

It's Colored

INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

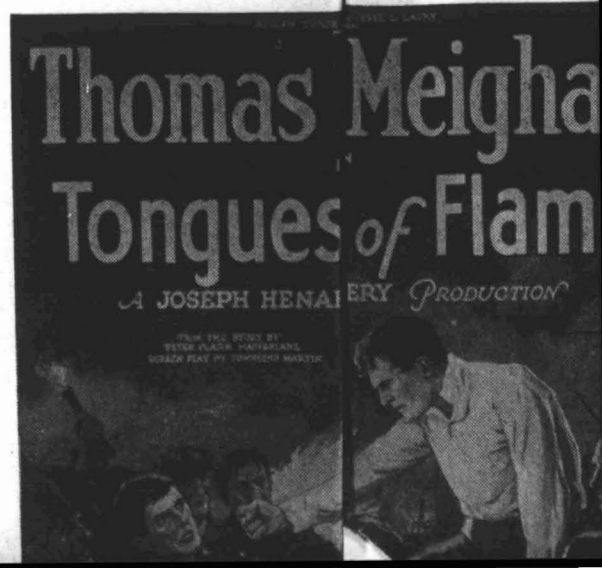
NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

| For Outdoor Advertising | | MATS, ADVERTISING, PRODUCTION, ETC. | |
|--|--------|--|------|
| POSTERS | | FOR GENERAL EXPLOITATION | |
| One Sheet (1A and 1B)..... | \$.15 | GILT-EDGED FRAMES, (Size 17 x 43 in.).. | 1.50 |
| Three Sheet (3A and 3B)..... | .45 | Insert Cards (14 x 36 in. to fit above)..... | .25 |
| Six Sheet (6A)..... | .75 | 22 x 28 Gilt Frames | 1.50 |
| Twenty-four Sheet (24A)..... | 2.40 | Heralds, per thousand..... | 3.00 |
| PHOTOS FOR YOUR LOBBY | | Window Card | .07 |
| 22 x 28 (Colored) | .40 | Announcement Slide | .15 |
| 11 x 14 Set of Eight (Colored)..... | .80 | Publicity Photos, Each | .10 |
| STAR CUTS OF MEIGHAN | | Trailers—National Screen Service | |
| One Column (Two Styles)..... | .25 | 126 W. 46th St., New York City | |
| Two Column | .40 | 845 So. Wabash Ave., Chicago, Ill. | |
| Three Column | .90 | 917 So. Olive Street, Los Angeles, Cal. | |
| Circle Thumbnail (Coarse or Fine)..... | .15 | 284 Turk St., San Francisco | |
| For Newspaper Ads | | | |
| ADVERTISING CUTS | | | |
| One Column | .35 | | |
| Two Column | .65 | | |
| Supplementary (Two Column)..... | .25 | | |

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



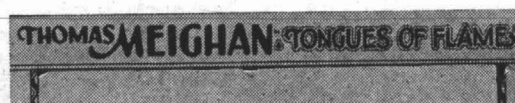
ighan in "Tongues of Flame" PER THAT PACKS THE PUNCH

th Running, It's Worth Advertising"



It's Colored INSERT CARD

Insert cards are the handy men
of the poster family—you'll
find a dozen different uses
for them. And they're cheap!



CLASSY LOBBY DISPLAY—EACH 11" x 14"

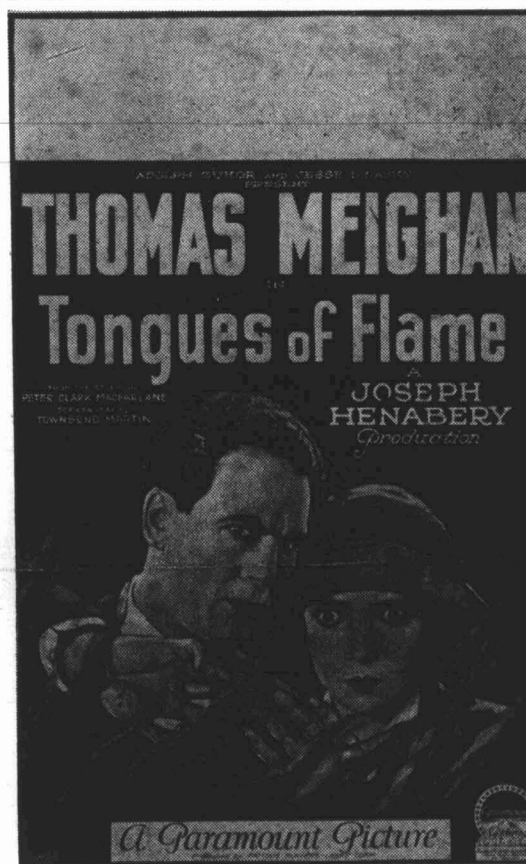
WINDOW CARD

On the right is a reproduction
of the stunning window card on
"Tongues of Flame."

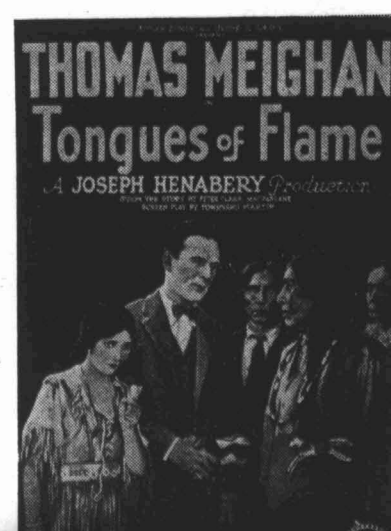
The original is a beauty—strikingly colored and a positive eye-catcher.

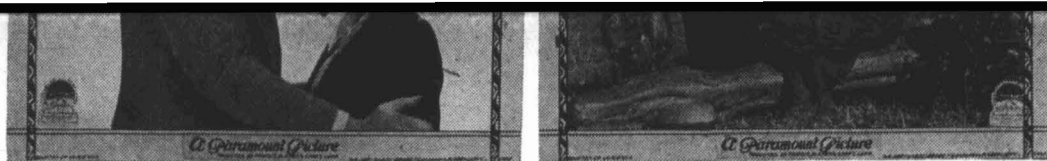
At 7c apiece, you'll surely want
a lot of them to distribute in your
local stores.

Your exchange has samples.



Put the picture over the top by
putting posters over the town.
Here are real business-getters!





SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

| For Outdoor Advertising | | MATS, ADVERTISING, PRODUCTION, ETC. | |
|-----------------------------------|-------|---|------|
| POSTERS | | | |
| One Sheet (1A and 1B) | \$.15 | One Column | .05 |
| Three Sheet (3A and 3B) | .45 | Two Column | .10 |
| Six Sheet (6A) | .75 | Supplementary (Two Column) (Adv. Only) | .10 |
| Twenty-four Sheet (24A) | 2.40 | Three Column (Adv. Only) | .15 |
| PHOTOS FOR YOUR LOBBY | | Four Column (Adv. Only) | .25 |
| 22 x 28 (Colored) | .40 | FOR GENERAL EXPLOITATION | |
| 11 x 14 Set of Eight (Colored) | .60 | GILT-EDGED FRAMES, (Size 17 x 43 in.) | 1.50 |
| STAR CUTS OF MEIGHAN | | Insert Cards (14 x 36 in. to fit above) | .25 |
| One Column (Two Styles) | .25 | 22 x 28 Gilt Frames | 1.50 |
| Two Column | .40 | Heralds, per thousand | 3.00 |
| Three Column | .90 | Window Card | .07 |
| Circle Thumbnail (Coarse or Fine) | .15 | Announcement Slide | .15 |
| For Newspaper Ads | | Publicity Photos, Each | .10 |
| ADVERTISING CUTS | | Trailers—National Screen Service | |
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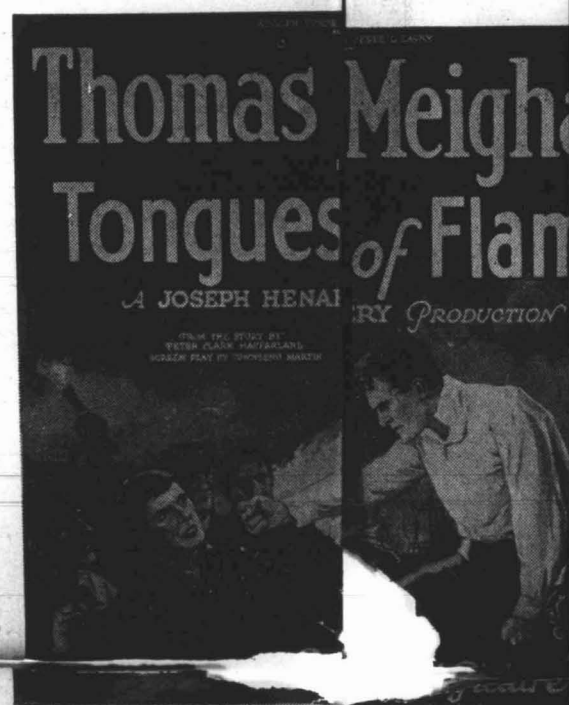
Press Books and Music Cues are gratis.



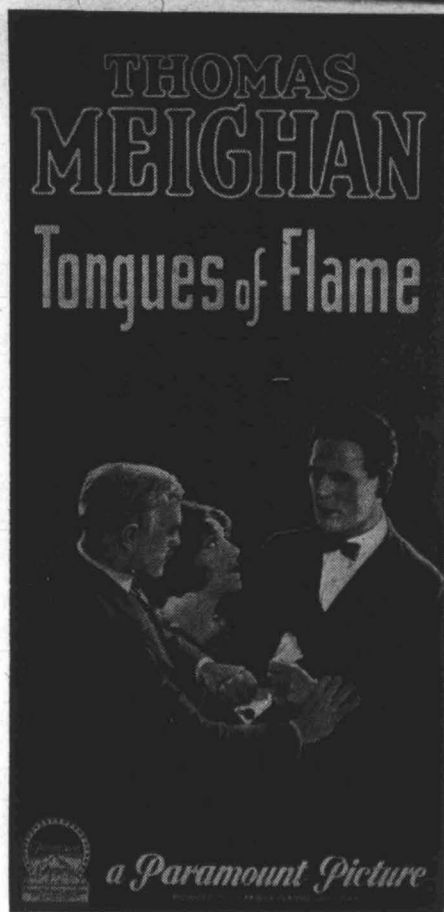
Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



Colored Lobby Card (22" x 28")



Six Sheet Poster 6A



Three Sheet Poster 3B



Twenty-four Sheet Poster 24A

THOMAS
MEIGHAN



CLASSY LOBBY DISPLAY—EACH 11" x 14"

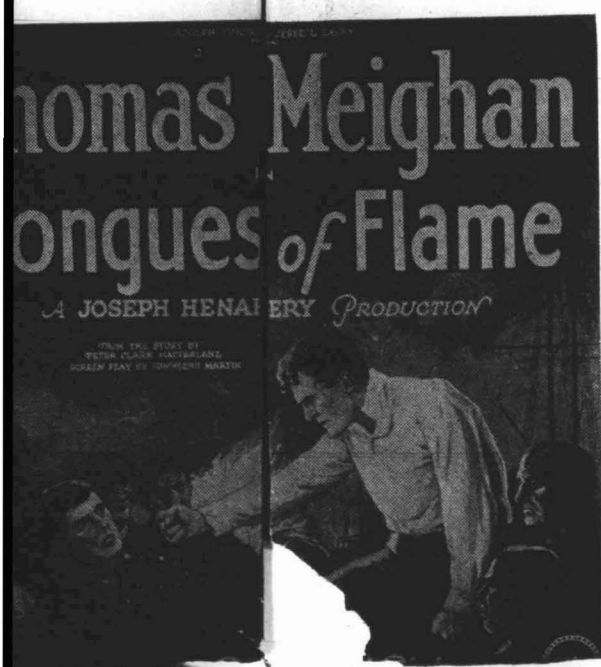
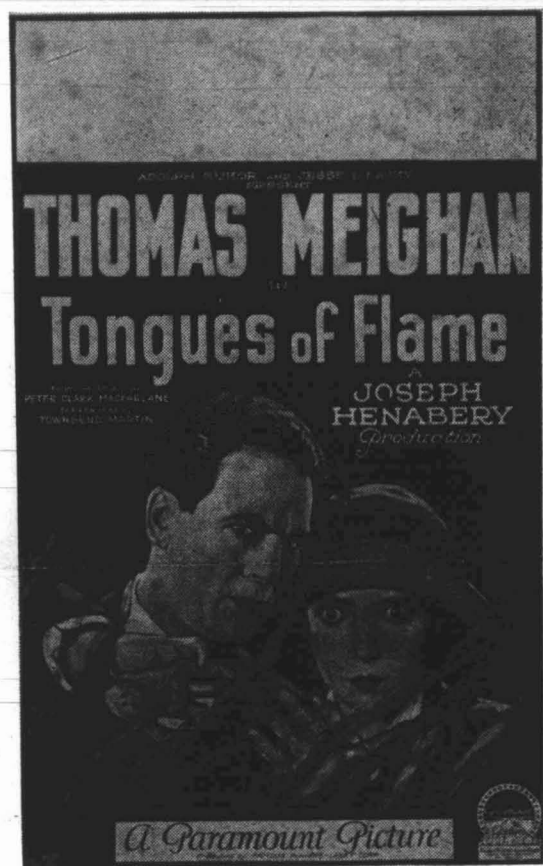
WINDOW CARD

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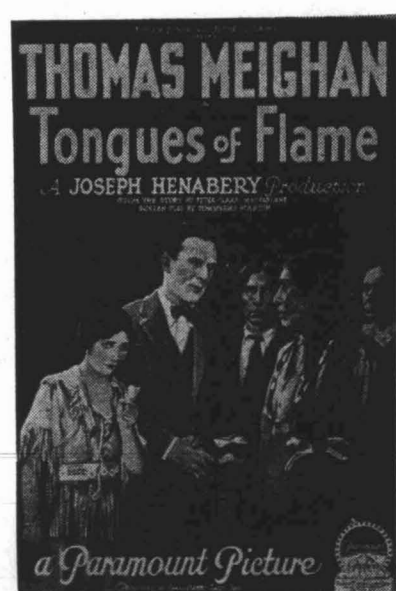
The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece, you'll surely want a lot of them to distribute in your local stores.

Your exchange has samples.



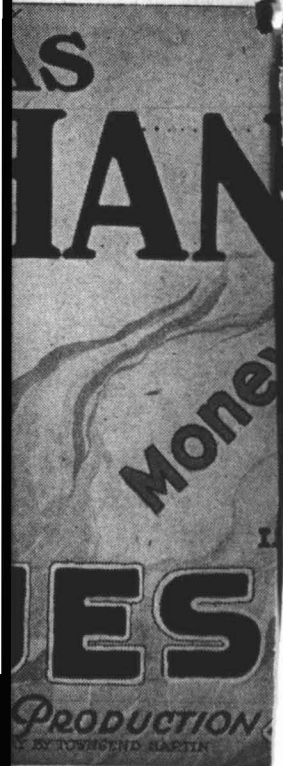
Put the picture over the top by putting posters over the town. Here are real business-getters!



Six Sheet

Poster 6A

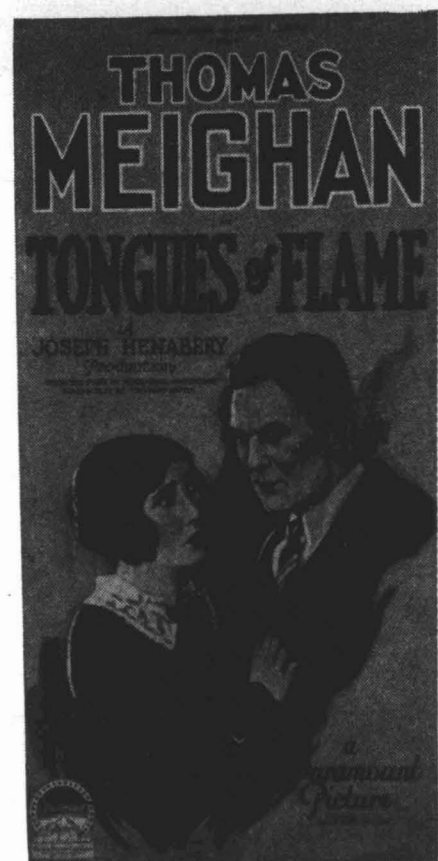
Announcement Slide



Twenty-four Sheet

Poster 24A

One Sheet Poster 1B



Three Sheet Poster 3A

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